

Research in Managing Brand

SHRUTI RANA¹ and C. K. BUTTAN²

¹Asstt. Prof. Management,
AMITY University, New Delhi, INDIA.

²Asstt. Prof. & Head,
Commerce, Saifia College, Bhopal, M.P. INDIA.

ABSTRACT

Brand researches of ludicrous importance to a proper marketing efforts depends on team work. In this study some questions of brand management as

What does brand do ?

What benefits does it give the customer ?

What little features set it apart from rest of the market.

The answer to these questions help in formulating a conceptual model which can be further validated by empirical research.

Keywords: Brand, Brand management, Corporate social responsibility.

INTRODUCTION

It is said that if you know your enemy and know yourself, you will not be imperialed in a hundred battles.

When Sun Tzu wrote the above words, he spoke of warfare and combat. When modern marketing people reference it – or any other part of his book – they speak about business. In business, as in war, knowledge brings benefits. In marketing terms, this means doing an amount of research that would make a doctorate student's ears bleed until kingdom come.

In the age of Google, Sun Tzu's words still ring true for marketing warriors.

Research is of ludicrous importance to a proper marketing effort. For one thing, the marketing team needs to know a lot about the product itself. What does it do? What benefits does it give the customer? What little features set it apart from the rest of the market? Is there anything else about it that makes it a more

appealing option than your competitors? Depending on various factors, even more questions might need to be answered before a solid, long-term marketing campaign can be put together.

There's also research that needs to be done on the target market. This involves actually knowing who you want to sell to, among other things. Let's say you make a product but you're not entirely sure who would want to buy it. Market research can help find the right demographic to direct your efforts to, as well as identify possible secondary markets. Once you have a target market pinned down, you'll need to do research on what marketing methods and media work best for that group. If you're trying to sell PDAs, then a campaign geared towards frontline office workers is not the smartest way to go about it.

Research also plays a crucial part in figuring out whether or not a campaign is actually working. Yes, sales records are still a

good way to determine if a strategy works, but it lacks a crucial detail. Just how many of those sales were generated by the campaign, as opposed to other methods? Market research can help narrow down which ads or strategies worked best, along with what features mattered most to the target market. The result is a very clear view of what people liked about your product, what made them buy it, and even what they'd like to see in the future.

Obsessive levels of research are part and parcel of running an efficient marketing department. You know what you're doing, you know if it works, and to an extent, you have an idea of what the competition is doing. Using all of that in the right way – that's the solid bedrock upon which market success is built.

Ethics In Brand Management

Ethics in Brand Management is an area which deals with the moral principles behind the operation and regulation of a Brand.

Issues in Ethics of Brand.

Possible frameworks:

Value-oriented framework, analyzing ethical problems on the basis of the values which they infringe (e.g. honesty, autonomy, privacy, transparency) need concern of Stakeholder-oriented framework, analysing ethical problems on the basis of whom they affect (e.g. consumers, competitors, society as a whole).

Process-oriented framework, analysing ethical problems in terms of the categories are used by marketing specialists (e.g. research, price, promotion, placement).

Guidelines to be followed In Ethics of Research in Brand Management.

Brand managers must accept responsibility for the consequences of their actions.

Managing a Brand is a big responsibility. As any negative feedback or action may affect the brand value and brand imagery. Therefore it is important to adhere to ethical norms in research as it promotes the aims of Research, such as knowledge, truth and avoidance of Error. For Eg. If we fabricate or falsify research data, our result would be misleading. Our future predictions and the work done based on that data would not be relevant which would in turn lead to failure of a product and negative brand imagery.

Managers should refrain from knowingly doing harm, adhere to all relevant laws and regulations, and accurately represent themselves, their firms, and their brands.

Brand Managers should be accountable to public. They should not do anything which will harm society or environment. i.e. they should adhere to Govt. norms and regulations. Raw material they use in their product should not harm public or environment as this can also lead to negative brand imagery.

Many ethical norms help to ensure researchers can be held accountable to public for instance, Federal policies on research misconduct, conflicts of interest, the human subjects protections and animal care.

Managers must make every effort to verify that their choices and actions serve the best interests of all related customers, organizations, and societies. Specifically they should adhere to basic ethical guidelines as stated above.

Engage in honest and fair practices with clients, employees, and partners.

Offer goods and services that are safe and fit for use.

Refrain from advertising falsely and misleading consumers.

Maintain market research integrity by adhering to market research guidelines.

Respect consumers privacy rights and ensure confidentiality of information.

Adhere to standards and guidelines of international marketing associations and to the legal requirements of governing bodies.

Kindly note that Ethical lapses in research can do significant harm to Society for eg. Researcher who gives false data in a clinical trial may even harm and kill patients.

Also let me present a case of worst Ethical lapses, which the world has seen and the Society and environment have been majorly affected, the case of pure negligence, the case of brand management fiasco.

Around 22,000 dead, more than 1,20,000 injured. Rs 1 lakh for each body. Rs 25,000 for every poisoned lung and damaged heart and blinded eyes, 26 years of long wait. And just 2 years in jail for the men who committed the worst crime against the people of this country, and this mockery of justice after such a long wait. Twenty six years after 40 tonnes of lethal gas seeped into the lungs of Bhopal, families of some 17,000 men, women and children are still waiting for the so-called compensation. Thousands more are still waiting to be accepted as victims. Why did Union Carbide not apply the same safety standards at its plant in India as it operated at a sister plant in West Virginia, US?

On the night of the disaster, why did the six safety measures designed to prevent a gas leak fail to function?

Why was the safety siren, intended to alert the people living close to the factory, turned off?

The victims have always alleged that Bhopal Tragedy happened because of

negligence by the Union Carbide and that was caused by cost-cutting measures taken by Anderson.

Is it because of this reason that Anderson has been 'hiding' in the US?

As per reports Bhopal is still drinking toxic water poisoned by Union Carbide in December 1984.

Corporate social responsibility (CSR) or corporate citizenship entails companies behaving in a socially responsible manner, and dealing with other business parties who do the same. With growing public awareness and demand for socially responsible businesses, it is little wonder that companies of today take corporate social responsibility into account when planning future socially responsible business operations.

However, when a CSR campaign goes awfully wrong and backfires on a company and the company's actions are inconsistent with the company's CSR policies – alone or in combination – it signals that the company is treading down the path of a failing corporate social responsibility campaign. The effects of bad corporate social responsibility can be substantially damaging to a company and include bad publicity, financial burden in fines and long-term effects on brand and reputation.

Hence it is necessary to back research with ethics in Managing a brand as Research without ethics like a Body with Soul. So in order to generate '*brand*' value and reputation by high standards of business integrity and social responsibility it is imperative that ethics and research go hand in hand."